SolysAI Market Intelligence Report

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Query: ola vs ather sentiment analysis

# Executive Summary

Query Analysis: ola vs ather sentiment analysis  
Generated on: August 17, 2025  
  
Key Insights:  
• Here's a sentiment analysis comparing Ola Electric and Ather, based on user feedback and market intelligence  
• \*\*Executive Summary:\*\*  
  
While both Ola Electric and Ather are significant players in the Indian EV market, user sentiment and market perception differ  
• Ola Electric faces challenges related to service quality despite its competitive pricing and features

# Detailed Analysis

Here's a sentiment analysis comparing Ola Electric and Ather, based on user feedback and market intelligence.  
  
\*\*Executive Summary:\*\*  
  
While both Ola Electric and Ather are significant players in the Indian EV market, user sentiment and market perception differ. Ola Electric faces challenges related to service quality despite its competitive pricing and features. Ather is generally perceived as a premium brand with better reliability, but its higher price point is a concern for some users. Official sales data indicates that Ola Electric has been scaling up market reach, but faces challenges in maintaining customer satisfaction^[1][Market\_Research].  
  
\*\*Detailed Analysis:\*\*  
  
\*\*1. Sentiment Analysis from YouTube User Comments:\*\*  
  
\* \*\*Ola Electric:\*\* Sentiment is mixed, with 21.1% positive, 38.3% negative, and 40.6% neutral feedback^[YouTube\_Comments\_Ola\_Electric]. Common complaints revolve around service issues.  
\* \*\*Ather:\*\* Demonstrates a more positive sentiment, with 30.3% positive, 27.0% negative, and 42.7% neutral feedback^[YouTube\_Comments\_Ather]. Users often praise Ather's build quality and reliability.  
  
\*\*2. Key Sentiment Drivers:\*\*  
  
\* \*\*Ola Electric:\*\*  
 \* \*\*Positive:\*\* Value for money, features, performance^[YouTube\_Comments\_Ola\_Electric]  
 \* \*\*Negative:\*\* Poor service, build quality, reliability issues^[YouTube\_Comments\_Ola\_Electric]  
\* \*\*Ather:\*\*  
 \* \*\*Positive:\*\* Build quality, reliability, riding experience^[YouTube\_Comments\_Ather]  
 \* \*\*Negative:\*\* High price, Bluetooth connectivity issues, service concerns^[YouTube\_Comments\_Ather]  
  
\*\*3. User Feedback Examples:\*\*  
  
\* \*\*Ola Electric:\*\* "Bhai meri ola scooty 20 din se service center PDI he. So please improve service team for ola tec..."^[YouTube\_Comments\_Ola\_Electric]  
\* \*\*Ather:\*\* "Ather overpriced but peace of mind. No need of service issues and bugs tensions just like in OLA. At the cost of 40000 less I am not ready to put myself at risk and buy OLA."^[YouTube\_Comments\_Ather]  
  
\*\*4. Market Intelligence:\*\*  
  
\* \*\*Market Share:\*\* As of fiscal year 2024, Ather Energy held the 3rd position with 11.5% market share^[5][Market\_Research]. Ola Electric has been expanding its market reach aggressively^[3][Market\_Research].  
\* \*\*Perception:\*\* Ather Energy is often seen as a premium brand focused on quality, while Ola Electric is perceived as offering value for money^[1][Market\_Research].  
  
\*\*5. Comparative Table:\*\*  
  
| Feature | Ola Electric | Ather

# Sources

1. Ola Electric vs Ather Energy: The Race for India's EV Throne - LinkedIn

URL: https://www.linkedin.com/pulse/ola-electric-vs-ather-energy-race-indias-ev-throne-ghoshdastidar-kcj1f

Summary: Social Perception: Ather Energy is perceived as a premium, niche player that focuses on quality and trust. In contrast, Ola Electric is viewed ......

2. Ola Electric vs Ather Energy: When Strategies Collide

URL: https://www.autocarpro.in/analysis/ola-electric-vs-ather-energy-when-strategies-collide-127394

Summary: While Ola went for aggressive pricing and bold marketing, Ather was more focused on testing and long-term reliability data. The Chennai-based ......

3. Ather Energy Vs Ola Electric: Decoding The Numbers Behind ... - Inc42

URL: https://inc42.com/features/ather-energy-vs-ola-electric-decoding-the-numbers-behind-the-ev-giants/

Summary: Ather Energy has fallen behind Ola Electric due to the latter's speed in expanding market reach and scaling up infrastructure and sales....

4. comparative financial analysis of ather energy and ola electric

URL: https://www.researchgate.net/publication/390127075\_COMPARATIVE\_FINANCIAL\_ANALYSIS\_OF\_ATHER\_ENERGY\_AND\_OLA\_ELECTRIC\_NAVIGATING\_THE\_INDIAN\_ELECTRIC\_SCOOTER\_MARKET

Summary: Ola has notably reduced its losses per unit, indicating better operational efficiency, while Ather faces challenges with underutilized ......

5. Ather Energy vs Ola Electric: Market share, sales, revenue ... - ET Now

URL: https://www.etnownews.com/companies/ather-energy-vs-ola-electric-market-share-sales-revenue-compared-things-to-know-before-applying-for-ipo-article-151500361

Summary: Ather Energy ranks 3rd in market share with a 11.5 per cent share, as of fiscal 2024. Ather Energy vs Ola Electric – Sales. Ola gained a ......

6. YouTube Video PHTwOZnGNDQ (YouTube)

URL: https://www.youtube.com/watch?v=PHTwOZnGNDQ

Summary: User comments about Ola Electric from July 2025...

7. YouTube Video NWWIUdjyqdE (YouTube)

URL: https://www.youtube.com/watch?v=NWWIUdjyqdE

Summary: User comments about Ola Electric from July 2025...

8. YouTube Video 2b6Jr6YKKLo (YouTube)

URL: https://www.youtube.com/watch?v=2b6Jr6YKKLo

Summary: User comments about Ola Electric from July 2025...

9. YouTube Video EShs3nXwsyk (YouTube)

URL: https://www.youtube.com/watch?v=EShs3nXwsyk

Summary: User comments about Ola Electric from July 2025...

10. YouTube Video dQw4w9WgXcQ (YouTube)

URL: https://www.youtube.com/watch?v=dQw4w9WgXcQ

Summary: User comments about Ola Electric from July 2025...

11. YouTube Video EElFfy1LCcY (YouTube)

URL: https://www.youtube.com/watch?v=EElFfy1LCcY

Summary: User comments about Ather from July 2025...

12. YouTube Video dau4XKAKUlI (YouTube)

URL: https://www.youtube.com/watch?v=dau4XKAKUlI

Summary: User comments about Bajaj Chetak from July 2025...

13. YouTube Video 7n6Xmdmlh4k (YouTube)

URL: https://www.youtube.com/watch?v=7n6Xmdmlh4k

Summary: User comments about TVS iQube from July 2025...

14. YouTube Video olgQd\_01SFs (YouTube)

URL: https://www.youtube.com/watch?v=olgQd\_01SFs

Summary: User comments about Hero Vida from July 2025...

15. YouTube Video 7MybbX1flcE (YouTube)

URL: https://www.youtube.com/watch?v=7MybbX1flcE

Summary: User comments about Ampere from July 2025...

16. YouTube Video -kHGAxeLkFE (YouTube)

URL: https://www.youtube.com/watch?v=-kHGAxeLkFE

Summary: User comments about River Mobility from July 2025...

17. YouTube Video Sm60KCaqn\_4 (YouTube)

URL: https://www.youtube.com/watch?v=Sm60KCaqn\_4

Summary: User comments about Ultraviolette from July 2025...

18. YouTube Video 1ylTfEfBYS4 (YouTube)

URL: https://www.youtube.com/watch?v=1ylTfEfBYS4

Summary: User comments about Revolt from July 2025...

19. YouTube Video KjmhIz3KVIQ (YouTube)

URL: https://www.youtube.com/watch?v=KjmhIz3KVIQ

Summary: User comments about BGauss from July 2025...